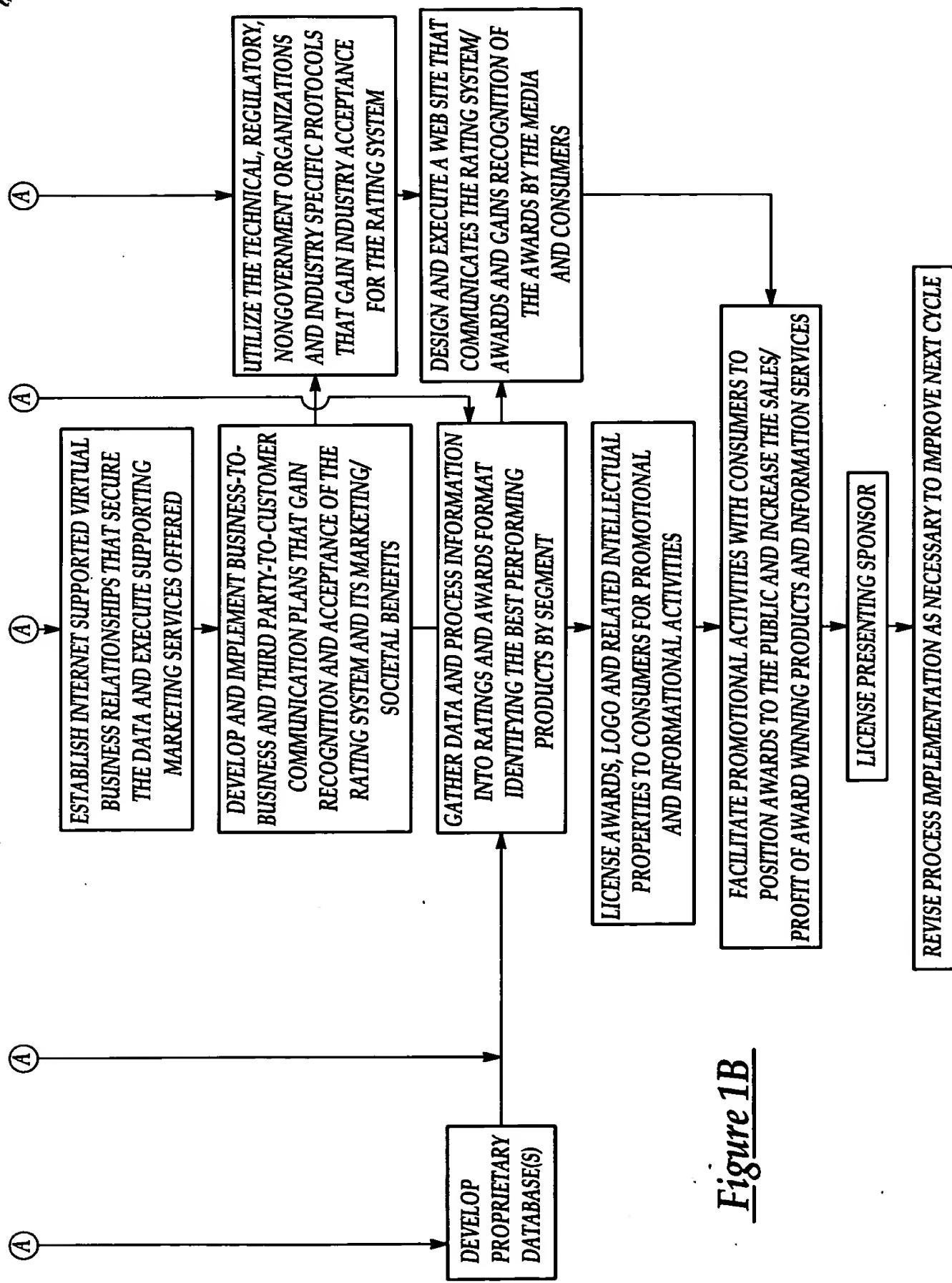




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2001 MODEL YEAR SEGMENTATION  
*amesaward.com*  
 PASSENGER VEHICLES -135 BRAND/MODELS

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SUBCOMPACT CAR (28)

CHEVROLET	CAVALIER
CHEVROLET	METRO
CHEVROLET	PRIZM
DAEWOO	LANOS
DAEWOO	NUBIRA
DODGE	NEON
FORD	ESCORT ZX2
FORD	FOCUS
HONDA	CIVIC
HONDA	INSIGHT
HYUNDAI	ACCENT
HYUNDAI	ELANTRA
KIA	SEPHIA
KIA	SPECTRA
MAZDA	PROTÈGÉ
MITSUBISHI	MIRAGE
NISSAN	SENTRA
PLYMOUTH	NEON
PONTIAC	SUNFIRE
SATURN	S-SERIES
SUBARU	IMPREZA
SUZUKI	SWIFT
SUZUKI	ESTEEM
TOYOTA	COROLLA
TOYOTA	ECHO
TOYOTA	PRIUS
VOLKSWAGON	GOLF
VOLKSWAGON	JETTA

COMPACT (11)

DAEWOO	LEGANZA
FORD	CONTOUR
HYUNDAI	SONATA
MAZDA	626
MERCURY	MYSTIQUE
MITSUBISHI	GALANT
NISSAN	ALTIMA
OLDSMOBILE	ALERO
PONTIAC	GRAND AM
SUBARU	LEGACY
VOLKSWAGON	PASSAT

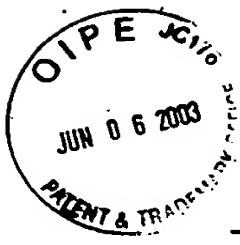
MID-SIZE (15)

BUICK	CENTURY
BUICK	REGAL
CHEVROLET	IMPALA
CHEVROLET	LUMINA
DODGE	MALIBU
FORD	STRATUS
HONDA	TAURUS
HYUNDAI	ACCORD
MERCURY	XG3
NISSAN	SABLE
OLDSMOBILE	MAXIMA
PONTIAC	INTRIGUE
SATURN	GRAND PRIX
TOYOTA	L-SERIES
	CAMRY

FULL-SIZE (7)

BUICK	LASABRE
CHRYSLER	CONCORDE
DODGE	INTREPID
FORD	CROWN VICTORIA
MERCURY	GRAND MARQUIS
PONTIAC	BONNEVILLE
TOYOTA	AVALON

Figure 2Aa



2001 MODEL YEAR SEGMENTATION  
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 PASSENGER VEHICLES -135 BRAND/MODELS

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Figure 2Ab

PREMIUM (19)

ACURA	TL
AUDI	A4/S4
AUDI	A6
BMW	3-SERIES
BUICK	PARK AVENUE
CADILLAC	CATERA
CHRYSLER	LHS
CHRYSLER	300M
INFINTI	G20
INFINTI	I30
LEXUS	ES 300
LINCOLN	LS
MAZDA	MILLENNIA
MERCEDES-BENZ	C-CLASS
MITSUBISHI	DIAMANTE
OLDSMOBILE	AURORA
SAAB	9-3
VOLVO	40
VOLVO	70

SPORTY CAR (18)

ACURA	NSX
ASTON MARTIN	DB7
AUDI	TT
BMW	Z3
CHEVROLET	CORVETTE
DODGE	VIPER
FERRARI	456 MGT/MGTA
FERRARI	550 MARANELLO
HONDA	S2000
JAGUAR	XK8
LEXUS	SC 300/400
MAZDA	MIATA
MERCEDES-BENZ	CLK
MERCEDES-BENZ	SLK
MERCEDES-BENZ	SL-CLASS
PLYMOUTH	PROWLER
PORSCHE	911
PORSCHE	BOXSTER

LUXURY (21)

ACURA	CL
ACURA	RL
AUDI	A8
BMW	5-SERIES
BMW	7-SERIES
CADILLAC	8-SERIES
CADILLAC	DEVILLE
CADILLAC	ELDORADO
CADILLAC	SEVILLE
INFINITI	Q45
JAGUAR	S-TYPE
JAGUAR	XJ
LEXUS	GS 300/400
LEXUS	LS 400
LINCOLN	CONTINENTAL
LINCOLN	TOWN CAR
MERCEDES-BENZ	CL500
MERCEDES-BENZ	E-CLASS
MERCEDES-BENZ	S-SERIES
SAAB	9-5
VOLVO	S80

SPORTS CAR (16)

ACURA	INTEGRA
CHEVROLET	CAMARO
CHEVROLET	MONTE CARLO
CHRYSLER	PT CRUISER
CHRYSLER	SEBRING
DODGE	AVENGER
FORD	MUSTANG
HONDA	PRELUDE
HYUNDAI	TIBURON
MERCURY	COUGAR
MITSUBISHI	ECLIPSE
PONTIAC	FIREBIRD/TRANS AM
TOYOTA	CELICA
TOYOTA	SOLARA
VOLKSWAGON	CABRIO
VOLKSWAGON	NEW BEETLE



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**2001 MODEL YEAR SEGMENTATION***amesaward.com***VANS AND LIGHT TRUCKS - 84 BRAND/MODELS****MINIVAN (15)**

CHEVROLET	ASTRO
CHEVROLET	VENTURE
CHRYSLER	TOWN & COUNTRY
CHRYSLER	VOYAGER
DODGE	CARAVAN
FORD	WINDSTAR
GMC	SAFARI
HONDA	ODYSSEY
MAZDA	MPV
MERCURY	VILLAGER
NISSAN	QUEST
OLDSMOBILE	SILHOUETTE
PONTIAC	MONTANA
TOYOTA	SIENNA
VOLKSWAGON	EUROVAN

**FULL SIZE PICKUP (8)**

CHEVROLET	SILVERADO 1500/2500
DODGE	RAM 1500
FORD	F-150
GMC	SIERRA 1500
LINCOLN	BLACKWOOD
TOYOTA	TUNDRA

**FULL SIZE VAN (4)**

CHEVROLET	G1500/2500
DODGE	B1500/2500
FORD	E150/250
GMC	G1500/2500 SAVANA

**COMPACT SUV (13)**

CHEVROLET	TRACKER
FORD	ESCAPE
HONDA	CR-V
HYUNDAI	SANTA FE
ISUZU	AMIGO
ISUZU	VEHICROSS
JEEP	WRANGLER
KIA	SPORTAGE
MAZDA	TRIBUTE
SUBARO	FORESTER
SUZUKI	VITARA
SUZUKI	GRAND VITARA
TOYOTA	RAV4

**COMPACT PICKUP (8)**

CHEVROLET	S-10
DODGE	DAKOTA
FORD	RANGER
GMC	SONOMA
ISUZU	HOMBRE
MAZDA	B-SERIES
NISSAN	FRONTIER
TOYOTA	TACOMA

**Figure 2Ba**



**2001 MODEL YEAR SEGMENTATION**  
*amesaward.com*  
**VANS AND LIGHT TRUCKS - 84 BRAND/MODELS**

<u>MID-SIZE SUV (23)</u>		<u>FULL-SIZE SUV (15)</u>	
ACURA	MAV/MDX	ACURA	SLX
BUICK	RENDEZVOUS	BMW	X5
CHEVROLET	BLAZER	CADILLAC	ESCALADE
DODGE	DURANGO	CHEVROLET	SUBURBAN
FORD	EXPLORER	CHEVROLET	TAHOE
GMC	JIMMY	FORD	EXPEDITION
HONDA	PASSPORT	GMC	YUKON
INFINITI	QX4	GMC	YUKON XL
ISUZU	RODEO	HUMMER	H1
ISUZU	TROOPER	LAND ROVER	RANGE ROVER
JEEP	CHEROKEE	LEXUS	LX 470
JEEP	GRAND CHEROKEE	LINCOLN	NAVIGATOR
LAND ROVER	DISCOVERY	MITSUBISHI	MONTERO
LEXUS	RX 300	TOYOTA	LAND CRUISER
MERCEDES-BENZ	M-CLASS	TOYOTA	SEQUOIA
MERCURY	MOUNTAINEER		
MITSUBISHI	MONTERO SPORT		
NISSAN	PATHFINDER		
NISSAN	XTERRA		
OLDSMOBILE	BRAVADA		
PONTIAC	AZTEK		
TOYOTA	HIGHLANDER		
TOYOTA	4RUNNER		

**Figure 2Bb**



**2000 MODEL YEAR AMES AWARD WINNERS**

[amesaward.com](http://amesaward.com)

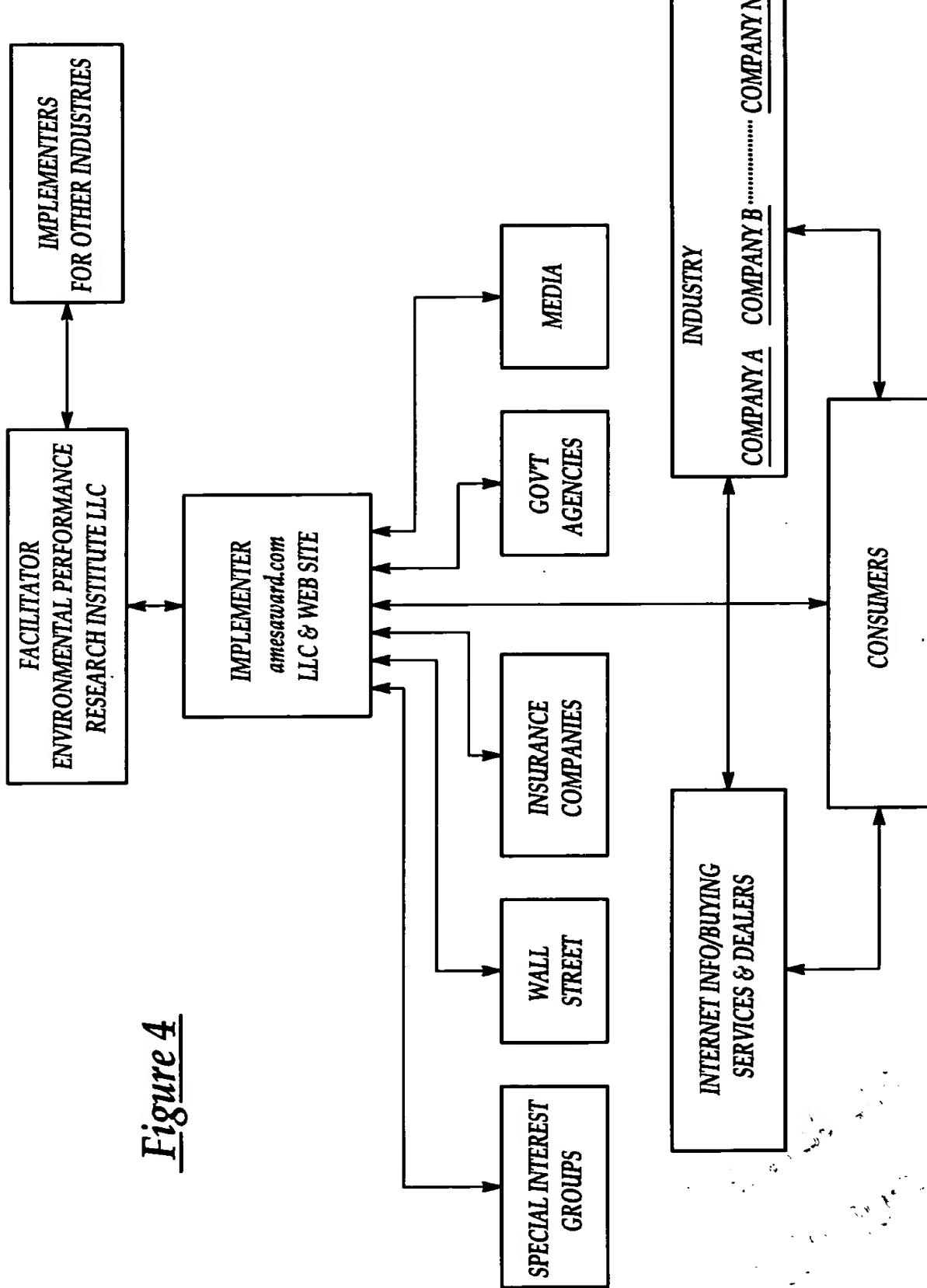
		PASSENGER VEHICLES					
CLASS (# OF ENTRIES)		COMPACT	MID-SIZE (15)	FULL-SIZE (7)	PREMIUM (18)	LUXURY (18)	SPORTY CAR (15)
BEST	HONDA INSIGHT	SUBARU LEGACY	HONDA ACCORD	TOYOTA AVALON	INFINITI G20	MERCEDES E-CLASS	VW CABRIO CLK
PREFERRED	CHEVROLET PRIZM FORD FOCUS HONDA CIVIC SUZUKI ESTEEM TOYOTA COROLLA TOYOTA ECHO	VW PASSAT MAZDA 626	CHEVROLET IMPALA CHEVROLET MALIBU SATURN L. SERIES TOYOTA CAMRY	BUICK LASABRE	ACURA RL INFINITI I30 SAAB 9-3 VOLVO 40 SERIES	HYUNDAI TIBURON BMW 5 SERIES LEXUS GS300/400 VOLVO S80	AUDI TT COUPE HONDA S2000 MAZDA MIATA MX-5 MERCEDES SLK230

		VANS/LIGHT TRUCKS					
CLASS (# OF ENTRIES)		COMPACT VAN (4)	FULL-SIZE PICKUP (8)	COMPACT SUV (9)	MID-SIZE SUV (15)	FULL-SIZE SUV (12)	
BEST	HONDA ODYSSEY	FORD E150/E250	GMC SONOMA	TOYOTA TUNDRA	SUBARU FORESTER	LEXUS RX300	ISUZU TROOPER
PREFERRED	CHEVROLET ASTRO FORD WINDSTAR MERCURY VILLAGER		CHEVROLET S-10	TOYOTA RAV4	FORD EXPLORER HONDA PASSPORT ISUZU RODEO	BMW X5 FORD EXPEDITION MERCURY MOUNTAINEER	

**Figure 3**



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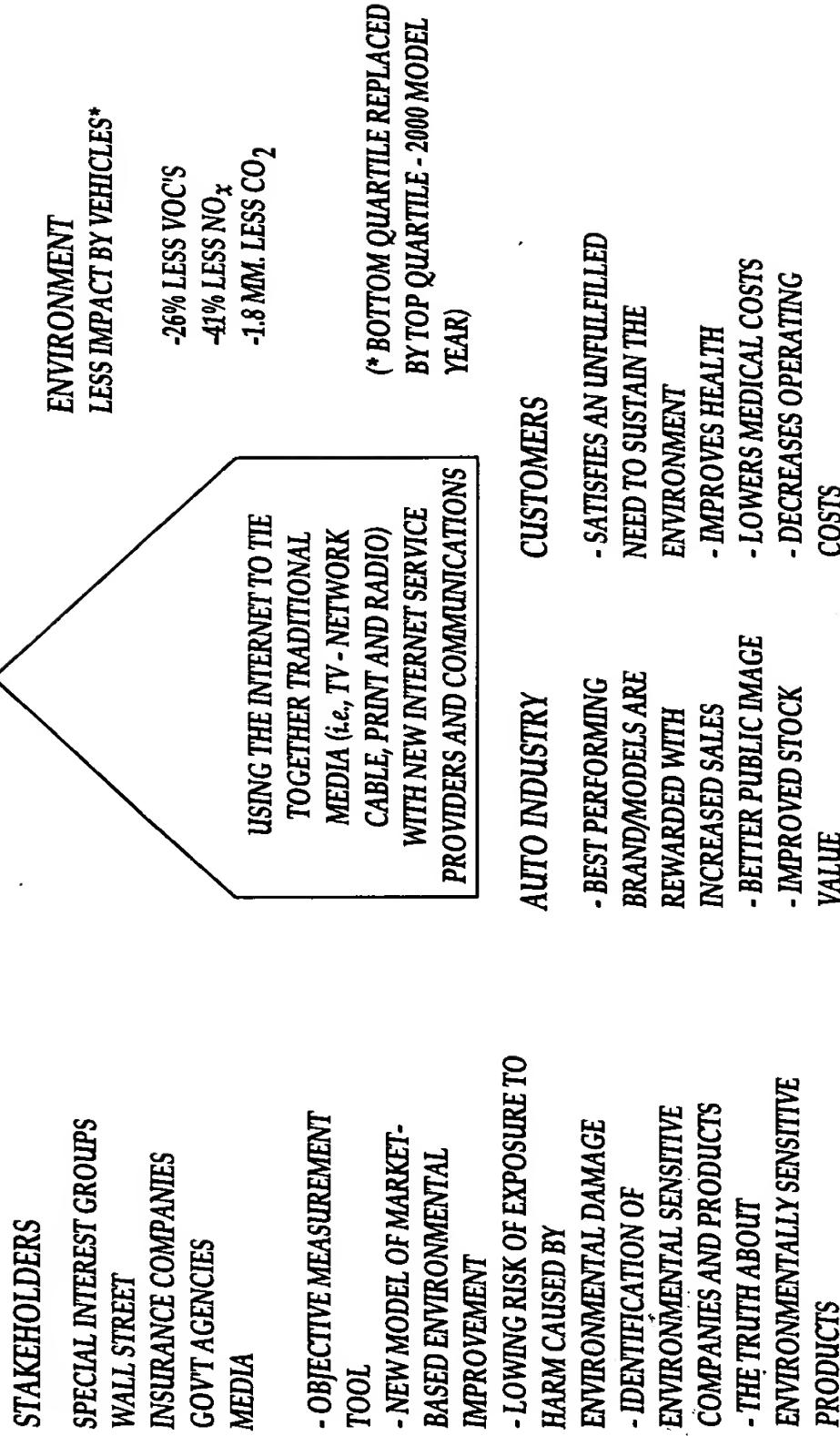


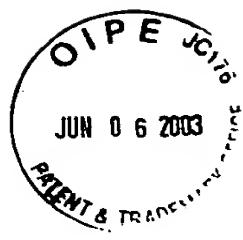
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Figure 5

E-COMMERCE INFO/BUYING SERVICES

- DIFFERENTIATING CONTENT
- ENVIRONMENTAL STEWARDSHIP
- PROFITABLE LINKAGES/ADVERTISING





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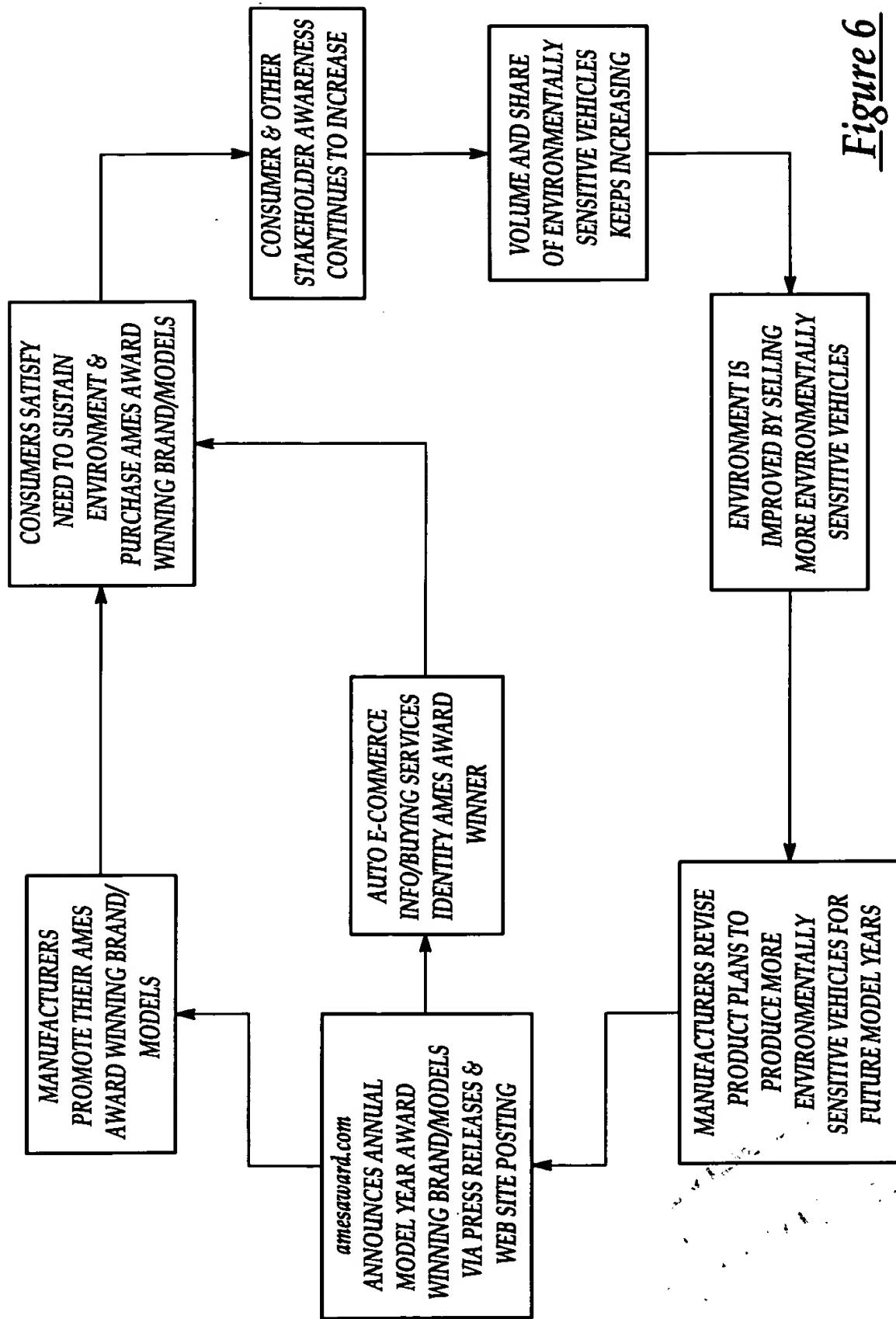


Figure 6